

# Face Makeup Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global face makeup market size reached US\$ 37.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 47.4 Billion by 2028, exhibiting a growth rate (CAGR) of 4.12% during 2023-2028.

Face makeup refers to a subset of cosmetics applied to enhance facial features and conceal any visible skin issues, such as dark spots, wrinkles, blemishes, freckles, and pores. It usually comprises products like face powder, concealer, foundation, blush, highlighter, lipstick, and primer. It helps in giving the skin a uniform finish, thereby making the skin appear smooth and even. Nowadays, several brands are launching products with exfoliating, moisturizing, nourishing, antiseptic, anti-inflammatory, and anti-bacterial properties, which help protect the skin from direct exposure to dust, smog, pollution, and ultraviolet (UV) rays.

### Global Face Makeup Market Trends:

The growing consciousness among individuals about their physical appearance represents one of the leading factors positively influencing the sales of makeup products across the globe. In addition, the shifting consumer preferences for organic products are catalyzing the demand for face makeup with natural ingredients. Along with this, the rising influence of social media platforms and the growing trend of vlogging and creating unique social media content are offering a favorable market outlook. Besides this, the introduction of multi-functional facial creams is creating a positive outlook for the market. Additionally, the growing number of salons, along with the proliferation of the e-commerce industry offering seamless access to products, doorstep deliveries, exciting deals and discounts, and secured payment methods, is driving the market. Furthermore, the rising focus of leading manufacturers on marketing strategies and promotional activities through television (TV), celebrity endorsements, and social

media campaigns is propelling the market growth. Moreover, increasing investments by the leading industry players in research and development (R&D) activities to introduce high-quality product variants are anticipated to drive the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global face makeup market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type and distribution channel.

#### Breakup by Product Type:

- Foundation
- Face Powder
- Blush
- Concealer
- Bronzer
- Others

Foundation presently represents the most popular product type as it helps in giving the skin a perfect base and uniform finish.

#### Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Specialty Stores
- Pharmacies
- Online Stores
- Others

Supermarkets/hypermarkets dominate the market as they offer enticing offers, which attract a wider consumer base.

#### Regional Insights:

- North America
- Europe
- Asia Pacific
- Latin America

## Middle East and Africa

North America currently enjoys the leading position in the global face makeup market due to the rising demand for natural and organic face makeup products in the region.

### Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are L'Oréal S.A., LVMH Moët Hennessy Louis Vuitton, Coty Inc., Kao Corporation, and Oriflame Cosmetics SA.

This report provides a deep insight into the global face makeup market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the face makeup industry in any manner.

### Key Questions Answered in This Report

1. What is the size of the global face makeup market?
2. What has been the impact of COVID-19 on the global face makeup market?
3. What is the expected growth rate of the global face makeup market?
4. What are the key factors driving the global face makeup market?
5. What is the breakup of the global face makeup market based on the product type?
6. What is the breakup of the global face makeup market based on the distribution channel?
7. What are the key regions in the global face makeup market?
8. Who are the key companies/players in the global face makeup market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL FACE MAKEUP MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Region
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Forecast
- 5.8 SWOT Analysis
  - 5.8.1 Overview
  - 5.8.2 Strengths
  - 5.8.3 Weaknesses
  - 5.8.4 Opportunities
  - 5.8.5 Threats
- 5.9 Value Chain Analysis

- 5.9.1 Overview
- 5.9.2 Research and Development
- 5.9.3 Raw Material Procurement
- 5.9.4 Manufacturing
- 5.9.5 Marketing
- 5.9.6 Distribution
- 5.9.7 End-Use
- 5.10 Porters Five Forces Analysis
  - 5.10.1 Overview
  - 5.10.2 Bargaining Power of Buyers
  - 5.10.3 Bargaining Power of Suppliers
  - 5.10.4 Degree of Competition
  - 5.10.5 Threat of New Entrants
  - 5.10.6 Threat of Substitutes

## **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Foundation
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Face Powder
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Blush
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Concealer
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Bronzer
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 6.6 Others
  - 6.6.1 Market Trends
  - 6.6.2 Market Forecast

## **7 MARKET BREAKUP BY REGION**

- 7.1 North America

- 7.1.1 Market Trends
- 7.1.2 Market Forecast
- 7.2 Europe
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Asia Pacific
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Latin America
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Middle East and Africa
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 8.1 Supermarkets/Hypermarkets
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Specialty Stores
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Pharmacies
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast
- 8.4 Online Stores
  - 8.4.1 Market Trends
  - 8.4.2 Market Forecast
- 8.5 Others
  - 8.5.1 Market Trends
  - 8.5.2 Market Forecast

## **9 FACE MAKEUP MANUFACTURING PROCESS**

- 9.1 Product Overview
- 9.2 Raw Material Requirements
- 9.3 Manufacturing Process
- 9.4 Key Success and Risk Factors

## **10 COMPETITIVE LANDSCAPE**

### 10.1 Market Structure

### 10.2 Key Players

### 10.3 Profiles of Key Players

#### 10.3.1 L'oreal

##### 10.3.1.1 Company Overview

##### 10.3.1.2 Description

##### 10.3.1.3 Product Portfolio

##### 10.3.1.4 Financials

##### 10.3.1.5 SWOT Analysis

#### 10.3.2 Lvmh Moet Hennessy Louis Vuitton

##### 10.3.2.1 Company Overview

##### 10.3.2.2 Description

##### 10.3.2.3 Product Portfolio

##### 10.3.2.4 Financials

##### 10.3.2.5 SWOT Analysis

#### 10.3.3 Coty Inc.

##### 10.3.3.1 Company Overview

##### 10.3.3.2 Description

##### 10.3.3.3 Product Portfolio

##### 10.3.3.4 Financials

##### 10.3.3.5 SWOT Analysis

#### 10.3.4 Kao Corporation

##### 10.3.4.1 Company Overview

##### 10.3.4.2 Description

##### 10.3.4.3 Product Portfolio

##### 10.3.4.4 Financials

##### 10.3.4.5 SWOT Analysis

#### 10.3.5 Oriflame

##### 10.3.5.1 Company Overview

##### 10.3.5.2 Description

##### 10.3.5.3 Product Portfolio

##### 10.3.5.4 Financials

## List Of Tables

### LIST OF TABLES

Table 1: Global: Face Makeup Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Face Makeup Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Face Makeup Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 4: Global: Face Makeup Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Face Makeup: Raw Material Requirements

Table 6: Global: Face Makeup Market: Competitive Structure

Table 7: Global: Face Makeup Market: Key Players



## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Face Makeup Market: Major Drivers and Challenges

Figure 2: Global: Face Makeup Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Face Makeup Market: Breakup by Product Type (in %), 2022

Figure 4: Global: Face Makeup Market: Breakup by Region (in %), 2022

Figure 5: Global: Face Makeup Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Face Makeup Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 7: Global: Face Makeup Industry: SWOT Analysis

Figure 8: Global: Face Makeup Industry: Value Chain Analysis

Figure 9: Global: Face Makeup Industry: Porter's Five Forces Analysis

Figure 10: Global: Face Makeup (Foundation) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Face Makeup (Foundation) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Face Makeup (Face Powder) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Face Makeup (Face Powder) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Face Makeup (Blush) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Face Makeup (Blush) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Face Makeup (Concealer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Face Makeup (Concealer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Face Makeup (Bronzer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Face Makeup (Bronzer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Face Makeup (Other Product Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Face Makeup (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: North America: Face Makeup Market: Sales Value (in Million US\$), 2017 &

2022

Figure 23: North America: Face Makeup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Europe: Face Makeup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Europe: Face Makeup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Asia Pacific: Face Makeup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Asia Pacific: Face Makeup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Latin America: Face Makeup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Latin America: Face Makeup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Middle East and Africa: Face Makeup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Middle East and Africa: Face Makeup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Face Makeup Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 33: Global: Face Makeup Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 34: Global: Face Makeup Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 35: Global: Face Makeup Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 36: Global: Face Makeup Market: Sales through Pharmacies (in Million US\$), 2017 & 2022

Figure 37: Global: Face Makeup Market Forecast: Sales through Pharmacies (in Million US\$), 2023-2028

Figure 38: Global: Face Makeup Market: Sales through Online Stores (in Million US\$), 2017 & 2022

Figure 39: Global: Face Makeup Market Forecast: Sales through Online Stores (in Million US\$), 2023-2028

Figure 40: Global: Face Makeup Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 41: Global: Face Makeup Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 42: Face Makeup Manufacturing: Detailed Process Flow

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